

## PARLIAMENT CONTRACT APPROVAL REQUEST

PROJECT: Parliament Party Zone

PROJECT CODE: E-29-30 (Miami & Urban Markets)

VENDOR: Gary M Reynolds, Inc.

FINANCIAL IMPACT: \$1,089,800

FINANCIAL ELEMENTS: Management Fee \$,120,000  
Labor 222,300  
Expenses 747,500  
TOTAL \$1,089,800

RESPONSIBILITY: J. Yvette Robinson  
Manager, Event Marketing

Edna Moore  
Group Manager, Event Marketing

### PROJECT DESCRIPTION:

The 1995 4th Quarter Parliament Party Zone bar night program will be executed in 4 markets from October 26 through December 19, 1995. The markets include: Miami, Philadelphia, New York and Boston. This is an extension of the 1995 Winter and Summer program.

Responsibilities include: Staffing the teams, distribution of incentives, implementation of agreed upon activities, name generation, securing bars and sites for events, video recap, warehousing of incentives, storage and maintenance of vehicles.

### BUDGET IMPLICATIONS:

These costs were included in the 4th quarter approved budget for the 1995 Parliament Party Zone program.

### COMPETITIVE BID:

See attached

### APPROVALS:



J. Yvette Robinson \_\_\_\_\_  
E. Moore \_\_\_\_\_  
I. Broeman \_\_\_\_\_  
M. Mahan \_\_\_\_\_  
Bob Mikulay \_\_\_\_\_

For your signature

Accounting: B. Colby \_\_\_\_\_

Budgets: M. Rucker \_\_\_\_\_

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10/25/95  REF. BID WAIVER   
10/26/95  
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